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E.O. 12958: N/A

TAGS: BEXP ECON EINV ETRD BTIO NS

SUBJECT: SURINAME'S PROPOSAL FOR FY2010 BUSINESS FACILITATION INCENTIVE FUND

REF: 09 STATE 00126674

¶1. (U) Embassy Paramaribo presents its FY2010 proposal under the Business Facilitation Incentive Fund (BFIF)(reftel).

The following are Post's proposals listed in rank order:

- Organize a "USA Expo" to promote U.S. products in the Surinamese market, with a special focus given to marketing new U.S. products and services.

- Organize a "Marketing your Business in 2010" DVC/seminar for the Surinamese business community.

¶2. (U) USA Expo

JUSTIFICATION: This year the Embassy proposes co-hosting a "USA Expo" tradeshow with the American Chamber of Commerce of Suriname (AMCHAM). The trade show would be the eleventh annual sponsored BFIF show, and remains the only professional U.S. trade fair held in Suriname. AMCHAM will assume responsibility for organizing the event and will cost-share, as was done the past two years.

PLANNING MILESTONES: In January, the Embassy will draft a timeline to inform relevant stakeholders about the planning process. In February, invitations to participate will be extended to U.S. Chambers of Commerce in Florida, South Dakota (Post's State Partner under the National Guard State Partnership Program), and Suriname. In April, registered companies will be briefed on logistics. In May, advertising and press notifications will be disseminated. The trade show will be held in July 2010 as in past years.

PERFORMANCE METRIC: Post measures success by surveying and assessing the feedback received from participating companies, including companies that participated in previous years but did not participate in 2009. Post and the AMCHAM also will solicit survey feedback from attendees and count the number of attendees by basic demographic groupings.

Proposed Budget:

|                    |         |
|--------------------|---------|
| Printing Brochures | \$2,400 |
|--------------------|---------|

|                     |         |
|---------------------|---------|
| Marketing promotion | \$1,900 |
| Personnel           | \$600   |
| Miscellaneous cost  | \$100   |
| <hr/>               |         |
| Total               | \$5,000 |

**13. (U) Effectively Marketing your Business in 2010 DVC/seminar**

**JUSTIFICATION:** The Embassy proposes a marketing Digital Video Conference (DVC) for the Surinamese business community. According to AMCHAM, Surinamese businesses are interested in using increasingly sophisticated marketing techniques - most of which are still nascent in Suriname - to better differentiate themselves and more effectively compete in this developing market. For example, a limited number of Surinamese businesses have started using mobile marketing campaigns, such as SMS blasts and targeted SMSing. Post and AMCHAM agree that there is interest among many additional private sector players in utilizing this marketing approach. Consequently, Post, together with AMCHAM, proposes to organize a DVC/marketing seminar to educate Surinamese businesses about marketing techniques, such as mobile marketing, commonly employed in lower middle income economies.

**PLANNING MILESTONES:** In February, the Embassy will identify a qualified speaker for the DVC, and AMCHAM would identify local speakers for the seminar. Target audience members would be private sector players and AMCHAM members. The seminar would be held in April.

**PERFORMANCE METRIC:** Post intends to survey participants both immediately after the seminar as well as 6 months later in order to gauge the efficacy of the training.

**Proposed budget:**

|  |         |
|--|---------|
| Communication charges and space rental | \$1,500 |
| Advertisement                          | \$500   |
| Handouts                               |         |
| \$200                                  |         |
| <hr/>                                  |         |
| Total                                  |         |
| \$2,200                                |         |

**14. (U) Embassy points of contacts are:**

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